

**ABSTRACT OF THE DISCLOSURE**

A shelf liner composite structure having as the supporting substrate a synthetic paper having a coating or film of a polymeric material on a first surface and a repositionable adhesive on a second surface. The composite structure optionally has a tie coating between the adhesive and the synthetic paper. The adhesive has a stronger bond with the synthetic paper or tie coating than with the coating or film on the first surface.

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Henkel Corporation, Patent Dept.  
2500 Renaissance Boulevard, Suite 200  
Gulph Mills, PA 19406

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